



BOARD OF STUDIES
NEW SOUTH WALES

2010

HIGHER SCHOOL CERTIFICATE
EXAMINATION

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The development of technology has allowed for surfing to become more accessible to consumers world wide. Social Networks and the internet have expanded advertising of surf brands and has allowed for surfing competitions to be broadcast worldwide. ~~This~~ With continued globalisation, this trend is likely to continue, giving greater access to competitions and allowing surfers world-wide to see the techniques used by those on the pro-tour circuit, allows for the transfer of techniques and style.

Global Tourism ~~will~~ has, and will continue to, expanded the popular culture. ~~The~~ Surfing, in the past, has been able to continue to find new places to compete at. Global Tourism, increased access to these competitions as well as allowed for

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surfing to be transferred through diffusion to other cultures world wide. With the continuation of globalisation, including the continued expansion of global tourism, surfing will become more widely accessible, allowing for increased consumption by participants in the culture.

As surfing is a popular culture, it is associated with commercial products. Globalisation allows for the expansion of the market for these products as well as the increased access to surfing through increased tourism and improvements in technology. Surfing has benefited from globalisation and the impacts of continuing the process shall be of benefit to the consumption of this popular culture.